ABSTRACT OF THE DISCLOSURE UNDER 37 C.F.R. §1.72(b)

An apparatus and method of generating a customized startup page for an Electronic Programming Guide (EPG). A user establishes a user profile including preferences and location information that is stored in a database at an EPG server. Upon receipt of a request from a Set Top Box (STB) the EPG server invokes a HUB generator program that generates a custom startup page for the EPG based upon the user profile.